

## Acoustics in the Park

### Festival Branding

A new event initiative by South Bank promotes local Brisbane acoustic artists by hosting and managing Acoustic in the Park.

Tell developed event branding for Acoustic in the Park for use in an integrated marketing campaign. Channels in the campaign included posters, banners, brochures and press advertising. Communications encouraged acoustic artists to audition and perform at the event, and audience members to attend.

South Bank Corporation was overwhelmed with the success and public response to the campaign, hosting the event again in 2007 and launching a spin-off event, Park Unplugged.

*Result:* Exceeded objective of receiving fifty applications to perform from acoustic artists with two hundred and fifty applicants. Over eight hundred audience members attended each performance over three weeks.



